

Abstract

Title:

Marketing Research on the Satisfaction of Customers Expreska Jiřího z Poděbrad.

Objectives:

The aim of work is find satisfaction of Expreska customers by questionnaire survey and to suggest solution based on research results, which could lead to an improvement in the criticized areas in FIT centre.

Method:

The method of personal questioning with non-probabilistic sample was chosen for the research.

Results:

The values obtained are organized in tables and graphs in result section.

Key words:

Marketing research, Customers Satisfaction, Questionnaire, Expreska Jiřího z Poděbrad.